

ASSOCIATED ADVERTISING PAGEANT TONIGHT WILL MARK EPOCH IN ADVERTISING

Splendid Spectacle Promises to Spread Fame of Philadelphia FLOATS WILL TELL STORY

Six Thousand to March in Tonight's Great Pageant The pageant will start from Girard avenue at 8 o'clock tonight and will proceed down Broad street to Moore street, the clubs counter-marching from that point to the center of the city.

The 16,000 or more delegates to the convention and all of Philadelphia are looking forward with anticipation to the great advertising pageant which will march down Broad street from Girard avenue to Moore street tonight.

The big parade is expected to mark a new epoch in advertising, and it is certain to spread the fame of Philadelphia as an industrial city to every nook and corner of the United States.

Five telephone stations will be used to control the various divisions of the club of the error. The pageant will be started from Girard avenue on orders from the control station.

ORDER OF THE PAGEANT. The pageant will be started from Girard avenue on orders from the control station. It is expected that the pageant will be viewed by more than a million persons.

- FIRST DIVISION—HISTORY OF ADVERTISING. Philadelphia Band (20 pieces). Philadelphia Band (20 pieces). Philadelphia Band (20 pieces).

EVERYBODY'S ADVERTISING SOMETHING! ... OPEN TWELFTH ANNUAL CONVENTION

WHAT ARE YOU "BOOSTING"? SOME BRIGHT WORLD. THIS GUY'S BOOSTING THE OTHER FELLOW (AN ADVERTISING WITH A PUNCH TO IT!). HIS BOARDING HOUSE OUGHT TO PAY HIM AT LEAST 30¢ A LINE.

HULA-HULA! WATER-PICK ME A DISH OF THAT BREAKFAST FOOD. PURE MILK. OUR OWN LITTLE STREET CAR ADS. SURE! GO AHEAD—USE 'EM!

H. S. HOUSTON, AD MEN'S LEADER, SENDS MESSAGE TO BUSINESS MEN

Markets will be the keynote word in the great Advertising Convention which opens today at the Commercial Museum and continues at the University of Pennsylvania until Thursday afternoon.

AD MEN'S CHIEF EXTOLS RECORD OF ACHIEVEMENTS

How the great financial interests of the country have awakened to the force and value of advertising was described by Herbert S. Houston, president of the Associated Advertising Clubs of the World.

KINGSBURY, TELEPHONE EXPERT TELLS ABOUT NATIONAL IDEALS

Continued from Page One. Such had company that no one would believe us, and our advertising would be absolutely valueless.

WILSON HERE THURSDAY

President Woodrow Wilson is expected to arrive in Philadelphia on Thursday, June 29, for the opening of the 12th Annual Advertising Convention.

"GOT TO GO TO MEXICO" SAYS TEXAS AD MAN

"Beat 'Em, Even if It Does Take Some Time," Cries Fred McJunkin. Photograph on Pictorial Page. Fred McJunkin, his big frame, brimmed sombrero and ranch-lamb hat, towering above every delegate in the force that seemed as if it would erupt from the wood.

N. Y. BAND WILL LEAD CINCINNATI AD MEN

The Cincinnati delegation to the advertising convention, which has refused to accept the service of Kendle's Band, was led by the 69th Regiment Musicians of the Gotham Will Take Place of Rejected Kendle Organization.

Ad Men's Chronicle

What is a man without his buzz? This is the question which is put to Charles Lehman, Jr., who came here as the advance guard of the Los Angeles men.